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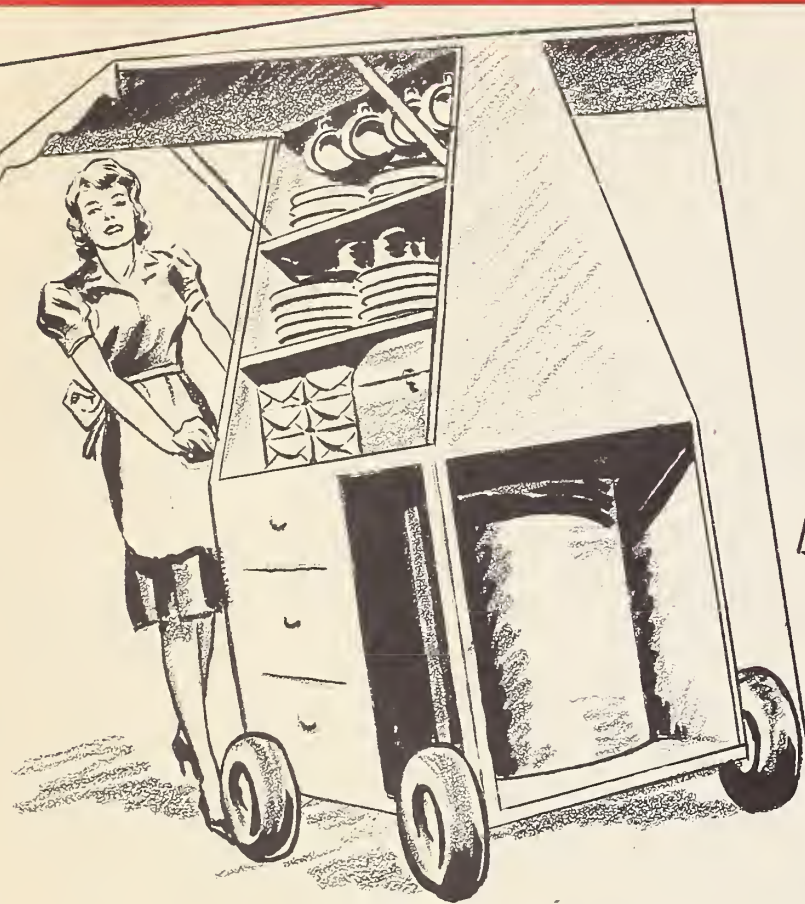


**Your
employees
are no better
than the food
they eat!**

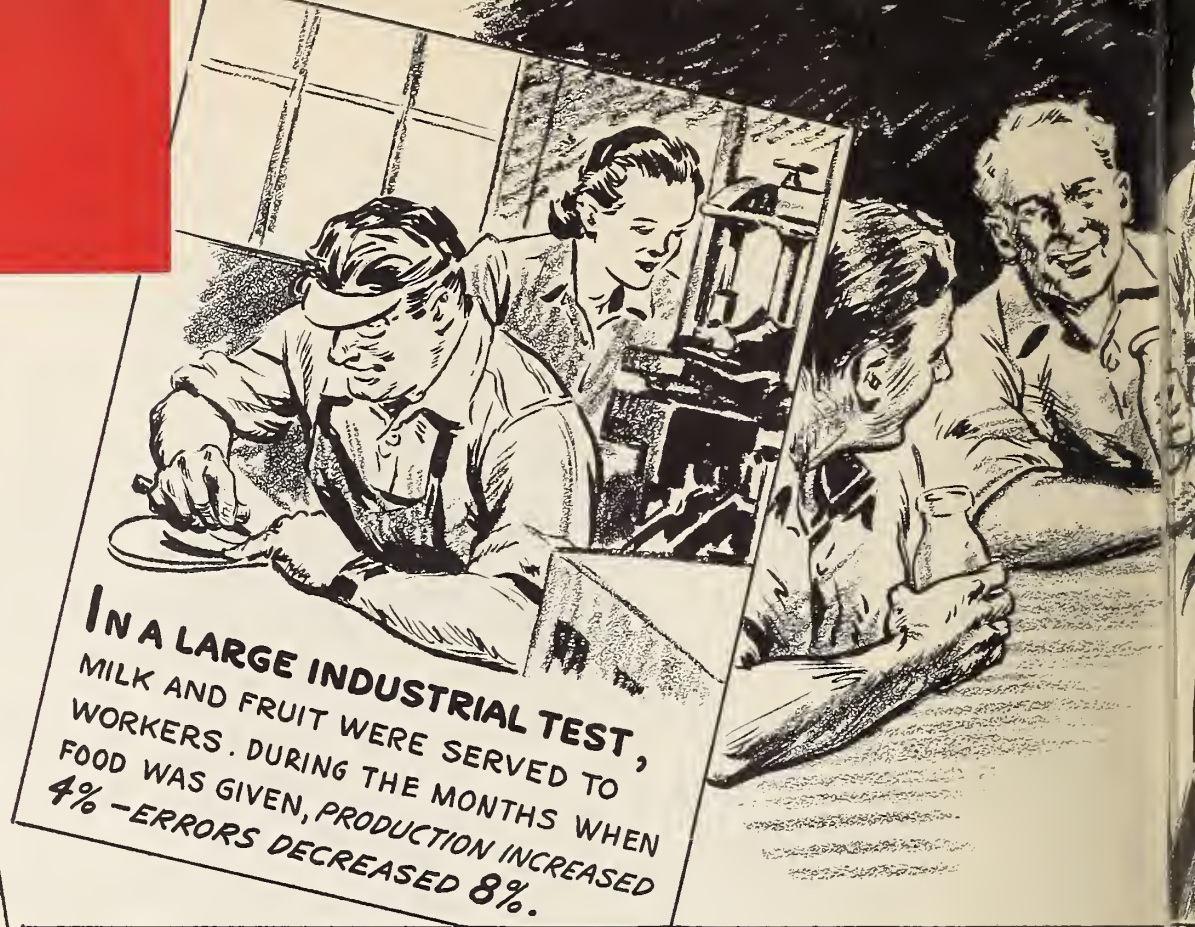
WFA-USDA-NFC-7

A Nutrition Program for Industry...

It's a Fact:



THE WESTINGHOUSE PLANT AT EAST PITTSBURGH HELPED CUT ACCIDENTS 30% BY SERVING SNACKS OF GOOD BASIC FOODS BETWEEN MEALS.



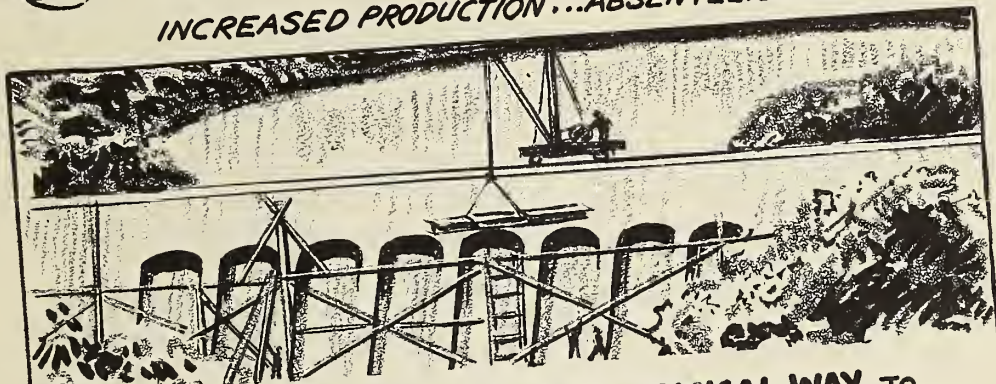
IN A LARGE INDUSTRIAL TEST, MILK AND FRUIT WERE SERVED TO WORKERS. DURING THE MONTHS WHEN FOOD WAS GIVEN, PRODUCTION INCREASED 4% - ERRORS DECREASED 8%.

PRODUCTION INCREASED 10% IN FIRST TWO WEEKS AFTER AVONDALE MILLS IN ALABAMA SET UP GOVERNMENT RECOMMENDED FOOD SERVICE.

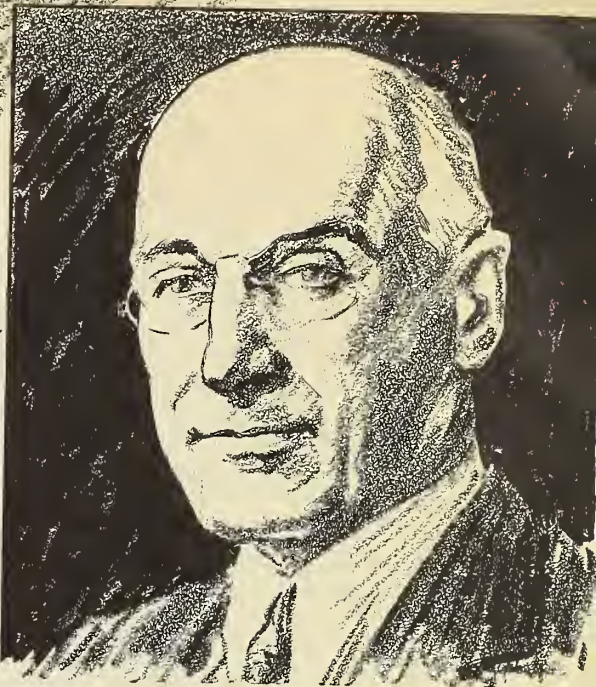




THE THERMOID COMPANY GAVE 1,500 EMPLOYEES
A FREE PINT OF MILK DURING A 5-MINUTE RECESS.
RESULTS: 30% DECREASE IN ACCIDENTS...
INCREASED PRODUCTION...ABSENTEEISM DOWN.



"THE MOST PRACTICAL AND ECONOMICAL WAY TO
SAVE TIME LOST FROM ILLNESS AND MOST ACCIDENTS
IS TO SEE THAT THE WORKERS GET THE RIGHT FOOD
AT THE RIGHT TIME. I SAVED \$24,000 THE FIRST FOURTEEN
MONTHS AFTER I HIRED A DIETITIAN..." SAYS JOSEPH BARTHELMEW,
OF BARTHELMEW CONSTRUCTION COMPANY, SAN FRANCISCO, CALIFORNIA.



**"...TODAY WE KNOW ENOUGH ABOUT
THE IMPORTANCE OF NUTRITION
TO BE ABLE TO SAY THAT THE
NUMBER OF PLANES, GUNS, TANKS
THAT COME OUT OF THE NATION'S
PLANTS IS DETERMINED LARGELY
BY WHAT THE NATION'S WORKERS
PUT INTO THEIR STOMACHS."**

Dr. Victor Heiser
Consultant Committee on Healthful Working
Conditions, National Association of Manufacturers.

It can happen in your plant, too!

You can easily start doing these things in your organization

1 ASSIGN SOMEONE TO BE IN CHARGE OF NUTRITION

If you have a medical man attached to your organization, he may be the logical person for this job. If not, your cafeteria manager or one of your executives in charge of personnel would be an ideal choice. Many organizations have found it advisable to hire a full-time dietitian. In any event, the important thing is to see that some one person in your organization is delegated full responsibility for this important job.

It is also advisable to form a nutrition committee on which the workers in your plant are represented. You will find this step very valuable in the dissemination of information to your employees. (If your plant lacks adequate feeding facilities, you will want to consult the Regional Nutrition in Industry representatives of the Food Distribution Administration for practical advice on such installation. Remember: Food served in your plant doesn't require your workers' ration coupons.)

2 USE THE OFFICIAL MANUAL

The Manual of Industrial Nutrition is an official Government publication which gives you complete details on how to establish a nutrition program in your organization. Questions that arise in connection with such a program are answered fully in this booklet. A copy will be given to anyone you designate. See that it is used fully . . . take advantage of its many suggestions.

3 SERVE MILK AND OTHER PROTECTIVE FOODS

You will find it very beneficial to begin the promotion of milk sales in your plant. This, of course, assumes that adequate supplies of milk are available in your community. If you have rolling refreshment wagons or canteens that serve between-meal snacks for your employees, by all means see that they feature milk and nourishing foods rather than soda pop and candy. If your employees have access to cafes, canteens, or outside lunch rooms, do all that you can to promote the sale of milk in these places. Several helpful suggestions for this will be found on page 10.



4 PUT UP POSTERS

There are several standard Government posters available for the promotion of nutrition. These can be prominently displayed around your plant in the locker rooms, entrances, and, above all, around all food dispensing and eating places on your property. These posters are available from the Government. See the order blank in this booklet.

5 COOPERATE WITH LOCAL NUTRITION DRIVES

You will find many nutrition drives being run in your locality, and it will pay you to tie in with these whenever possible. Your local nutrition committee cooperates with the Federal Government—it will readily and willingly help you in any way possible. In addition, local newspapers, merchants, gas and electric companies are sponsoring nutrition drives in many localities. Investigate and see if there is not such a drive planned for your town.

6 NUTRITION CLASSES FOR WORKERS AND THEIR WIVES

Local newspapers and public service organizations in many localities are willing to conduct nutrition classes and wartime nutrition schools in the community. It is advisable to take full advantage

of these whenever possible—especially any classes that can be made interesting to the wives of your workers. Include nutrition in safety and health programs for foremen and workers. This not only promotes nutrition at the source but also promotes more mutual understanding of the food problem between the worker and his wife.

7 NUTRITION CONTESTS

You may find it practical to run a nutrition contest in your plant. This may be done among the workers themselves, or, better yet, among their wives. Prizes can be offered to the woman who packs the best lunch, awards being based on the nutritive value of the food.

8 PUBLICITY AND HOUSE ORGANS

By all means make full use of the publicity value that could be gained through any of your company's publications. Stories may be carried that are purely informative in nature on the subject of nutrition. House organs also are an excellent source of publicity for any contests you may decide to run or for recipes geared to the local food supply. If your house organ goes into the workers' homes, it is probably the best source of nutrition publicity you will have. Regular releases are available upon request from the Nutrition and Food Conservation Branch, Food Distribution Administration.

**Better food for your workers
means more production for victory**

If you serve lunch to your workers...

1 ASK YOUR COOKS, CAFETERIA MANAGER, OR CONCESSIONAIRE TO COOPERATE IN THE NUTRITION PROGRAM

This is a very important step! The people who serve and are responsible for the food in your organization should be directly requested by a responsible official to cooperate in this program. This will insure their complete attention to the details necessary. Explain to them that their job in this respect has an important part in maintaining war production. Show them how good food can cut absenteeism and accidents—can increase production in your plant. Furthermore, see that they understand that a nutrition program properly carried out does not involve any extra work for them; in fact, in many cases it actually means fewer dishes to prepare and facilitates serving.



2 SERVE A SPECIAL LUNCH EVERY DAY

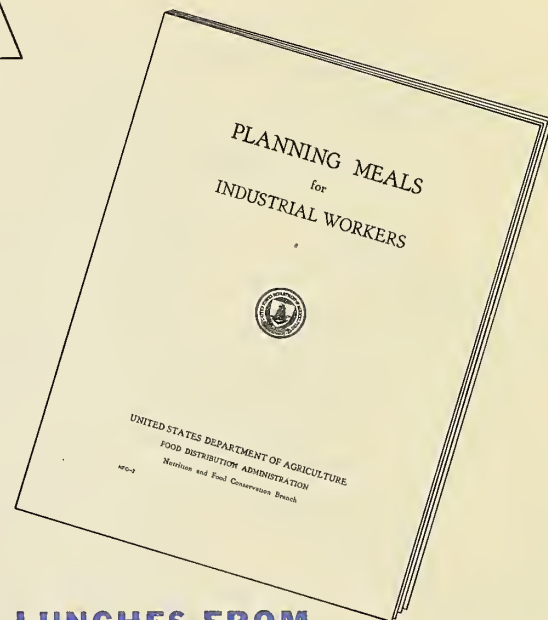


Instead of serving a great many à la carte foods, concentrate on two or three special lunches—each lunch carefully planned to include the Basic 7 foods, at reasonable cost. Promote these specials to your employees by preparing posters, such as illustrated at left, and by listing the specials prominently on your menu “clips” or blackboards. This will speed up servings in your plant, allow you to take care of more employees without increasing your dining facilities, and will insure well-planned lunches for your workers. Note: The posters illustrated at left are not available. They are merely suggestions of the kind of posters you might have printed locally.



3 EXPLAIN NUTRITION BY USING THE OFFICIAL TABLE TENTS ON EVERY TABLE

A series of seven very attractive table tents are available—each one explaining the function of one of the seven basic food groups. These cards are humorous, easily read, and provide an excellent means of disseminating nutritional knowledge to your workers.



4 PLAN LUNCHEES FROM THE OFFICIAL MENU BOOKLET

Planning Meals for Industrial Workers. It will give your dietary staff complete menus . . . it will save a great deal of time for them . . . and it will insure the healthfulness of your employees' lunches. A lunch should provide one-third of the daily food requirements.

For your workers

who bring their own lunch ~



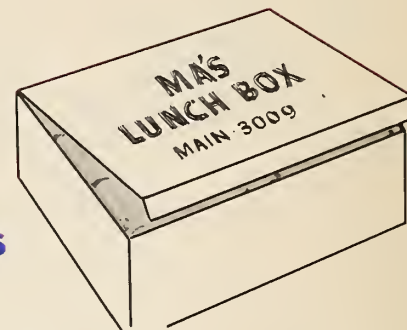
SEE THAT EVERY WORKER

GETS THIS FOLDER—

ASK HIM TO TAKE IT HOME

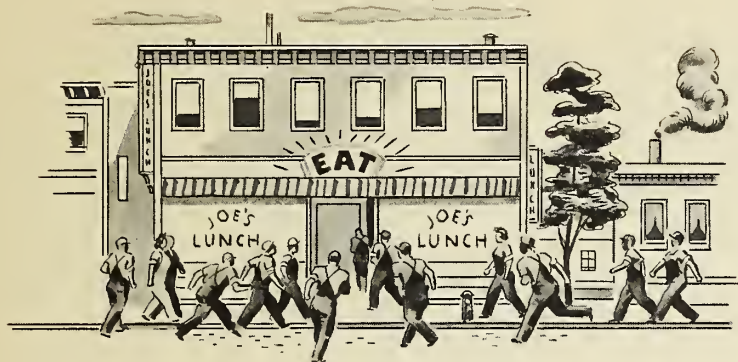


2



This folder has been specially designed for that hard-to-solve nutrition problem of the worker who brings his own lunch. Every effort should be made to get your people to take a folder home for future reference. It shows "3 steps to pack a lunch that packs a punch," gives practical box-lunch menus, and carries the Basic 7 Food Guide illustrated by miniature cartoons from the industrial nutrition poster. Your men and the people at home who pack their lunches will find much help in this folder. It should do much to lift the nutrition standards of your workers.

If an outside organization is serving your plant with box lunches, insist that it follow the same nutrition rules that you would have your own food organization do. See that it serves nutritious lunches comparable with those in the menu booklet discussed on the preceding page. Ask it to enclose also, from time to time, copies of the folder shown here and table tents as well.



3 LOCAL RESTAURANTS

Nearby restaurants patronized by your employees present a difficult problem but not an insurmountable one. Usually a direct request from the nutrition committee in your plant will produce results in such a situation. Ask the restaurant to display posters and table tent cards, to serve Victory Lunch specials in much the same way that you would wish to have done in your own plant.



4 MATERIAL FOR WIVES AT HOME

Many organizations have found it practical to make special purchases of menu books, calendars, or other material containing nutrition information and either make a gift of these to workers' wives or sell them at a very nominal price. Nutrition in industry representatives, nutrition committees, and State public health departments will cooperate in providing nutrition education materials. See lists of materials in Manual of Industrial Nutrition.

Tips from other plants

Double-Duty Kitchen. One southern plant, located at some distance from community restaurants and stores, solves the problem of providing hot dinners for war workers and their families—with maximum efficiency—by placing the production kitchen so that it can do *double duty*! The kitchen was designed to open on one side near the plant's housing development, and into the factory on the other side. Thus the same equipment serves to care for the needs of workers in the factory and in the housing development.

Housewives Pitch In! Here's how shortages in cafeterias are being met in one large industry that has 7 cafeterias and 35 mobile units. The management employs middle-aged homemakers for every job except those requiring the heaviest work. As might be expected, the report states that the experienced housewives "take naturally to working with food, and keeping the cafeterias and kitchens neat and clean."

Quick Clean-Up. Employees are being asked in many plants to cooperate with management in meeting the labor shortage in cafeterias by leaving their plates, cups, and silverware on their trays while eating at the cafeteria tables. When finished with the meal, they leave the trays at a counter where windows open directly into the kitchen. In some plants employees use paper plate and cup service and throw the used plates and cups into conveniently located rubbish containers. This cooperation speeds the lunch service and permits the same equipment and labor to provide service to many more employees in the same amount of time.

Food on Wheels. Many large plants covering a wide area have followed the advice of the Nutrition in Industry re-

gional representatives by introducing mobile units as a feature of their production kitchen. Thus they are able to make the cafeteria serve more employees. These mobile cafeteria units tour the more distant departments from which employees cannot reach the main cafeteria and eat lunch within the allotted lunch period.

Boom in Box Lunches. Some plants, where cafeteria service for employees has not been installed, due to lack of space, have solved their problem with box lunches. Some have established a small production kitchen where box lunches can be prepared and sent with milk and fruit juices on food wagons to all departments or to yard workers. Other plants have secured a concessionaire lunch-box service that provides an adequate nutritious lunch at a reasonable price.

Two-Sided Service. With no additional equipment, one plant doubled its number of employees served. Both sides of its cafeteria food-service counters were opened to provide for a double line of workers. The cashier was placed near the exit door instead of at the end of the cafeteria counter.

BREVITY—on a Blackboard. By simplifying menus, and using large blackboards or blackboard-type posters for listing lunch specials and two hot-plate choices, many plant cafeterias find they have been able to double the number of employees served. When menus are brief, blackboards work well for display purposes. They are easily read—good time-savers—easy to change.

Take a Tip from the Army. A plant that has adopted the Army-mess type of meal—service providing only a one-menu lunch—found this satisfactory to em-

ployees when *variety* in the menu was provided from day to day.

Victory Lunches. Absenteeism was cut 19 percent in the first 4 months after Victory Lunches were introduced in a Midwestern plant. Eighty-five percent of the employees chose the Victory Lunch, and here's how the whole idea was put over: Posters were utilized to promote the Victory Lunch campaign. Articles in the plant magazine publicized it. "Take home" literature about the campaign was distributed to employees, and a drawing of Victory Lunch ticket numbers was made each week with war stamps as prizes for the holders of the lucky numbers.

Better Nutrition—Fewer Accidents. Management in one of the large war plants in the West was worried about the increasing accident rate. It was found that departments in which employees ate in neighborhood eating places had higher accident rates than the departments in which the employees ate in the plant cafeteria. Extension of food service through use of mobile units and lunch counters now provides in-plant eating facilities for all employees.

They LIKE Milk. Milk consumption has doubled in a factory where soft drinks are placed on the lower shelf of the mobile food wagons, while milk and fruit juices are attractively displayed prominently on the top shelf.

Milk is popular with the majority of workers in plants where it is offered at the same price as soft drinks, tea, or coffee, according to the experience of many plants.

Catch the Eye—and the Ear. Table tent cards with amusing cartoons and catchy slogans indicating the importance of eating the right foods for health and

strength have been found helpful in promoting health, safety, and good nutrition for war workers. They help workers adjust food habits to the reduction of rationed foods—such as meat.

Posters Do a Job. A war plant in which management felt that the right food for war workers was as important as the right food for the armed forces made up nine large displays cooperating with the Government's Nutrition in Industry Program. These were used in rotation from week to week in the plant yard near the entrance, and they created considerable interest among the employees.

The Red Cross Helps Out. In a war plant, where a building to house the new cafeteria would not be completed for 4 months, and neighborhood restaurants were not open to serve night workers, the plant management appealed to the local Red Cross for an emergency canteen service for night workers. The Red Cross Canteen Corps used a school kitchen to prepare sandwiches, hot soup, and coffee. With the aid of the volunteer motor corps, the canteen corps members served the night workers lunch at 3 o'clock each morning throughout the 4-month period until the new cafeteria was opened on a 24-hour basis.

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How to order Material

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Avoid Fatigue—cartoon poster
Eat 3 Well-Balanced Meals Every
Day
Good Food Means Good Work

TABLE TENT CARDS

Series of 7 cartoon cards on the
Basic 7 food groups

TAKE-HOME FOLDER

Eat a Lunch That Packs a Punch

SET—One of each of above items

A NUTRITION PROGRAM FOR INDUSTRY

Your Employees Are No Better
Than the Food They Eat

MANUAL OF INDUSTRIAL NUTRITION

Official Manual

PLANNING MEALS FOR INDUSTRIAL WORKERS

INDUSTRIAL NUTRITION SERVICE

News material for plant magazines

This material may be ordered from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at the prices shown on the attached blank.

This material is available on request to the Regional Food Distribution Administration office that serves your area

SUPERINTENDENT OF DOCUMENTS,
WASHINGTON, D. C.

Dear Sir: Please send the Industrial Nutrition Materials listed below to following address:

Check (or money order) is enclosed to cover cost of items ordered at indicated prices.

Respectfully,

(Signed) _____

ITEM	Price per copy, Lots of Less Than 100	Price per 100, Lots of 100 or More	Number of Copies Wanted	Cost
POSTERS				
Eat the Basic 7 Every Day.....	\$0.10	\$4.00		
Avoid Fatigue.....	.05	2.00		
Good Food Means Good Work.....	.05	3.00		
Eat 3 Well-Balanced Meals Every Day.....	.05	3.00		
FOLDER				
WFA-USDA NFC-8—Eat a Lunch That Packs a Punch.....	.05	1.00		
TABLE TENTS				
Sets of 7 illustrating each of the 7 Basic Food Groups.....	.10	5.00		
SETS				
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THAT PACKS A PUNCH

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Better...



...Work
Safer

PRODUCE MORE
FOR VICTORY